

PRESS RELEASE

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The Point Group Announces Susan Owen as CEO

Executive Leadership Announcement Leads Strategic Growth Initiative for Enhanced Client Relations and Industry Advancement

Plano, Texas — Feb. 13, 2024 — Point Communications, Inc.'s subsidiary, The Point Group (TPG), an integrated marketing communications firm, is pleased to announce Susan Owen as Chief Executive Officer. As a founding member of TPG almost three decades ago, Owen is resuming her role as CEO after exploring various business opportunities across industries. Her leadership during the initial 11 years of the firm led to numerous client acquisitions, highlighting her passion for driving business results, fostering strong long-term relationships and effective communication.

In addition to her role with TPG, Owen currently is an active member of the Dallas Young Presidents Organization (YPO), and serves as Vice Chairwoman for Berkshire Biomedical, which she co-founded in 2016, highlighting her entrepreneurial spirit, commitment to generating business success, innovation and being a disrupter in pushing for new frontiers. With a keen eye for crafting vibrant brands, Owen blends her 30+ years of cross-industry experience with a genuine interest in uncovering the key attributes that differentiate and ultimately deliver tangible business results for clients. Her experience within the Texas corporate banking industry and work in creating successful corporate partnerships for Southwest Airlines stands as a testament to Owen's keen business acumen and vibrant leadership demonstrated throughout her career.

Owen conveyed her enthusiasm for returning to TPG, expressing, "I am truly honored to rejoin The Point Group, a company that has consistently been at the forefront of dynamic brand creation for decades. My history with TPG holds a special place in my heart and has significantly shaped my passion for building excellent teams to augment our client's business success. I am thrilled about the myriad of possibilities that lie ahead and am eager to contribute my leadership and business experience to propel The Point Group to new heights of success."

Owen's appointment aligns with a pivotal point in the firm's strategic evolution aimed at advancing and fortifying the firm's growth trajectory. Committed to continuous improvement, TPG has strategically enhanced its resources to strengthen client relationships and foster new business connections. TPG takes pride in its robust client portfolio, creating a unique blend of industry expertise in health care, hospitality, technology, and real estate branding that works to provide a powerhouse of marketing expertise unique in the market. Specializing in influencing key decisions by consumers, especially among women, TPG recently moved from Dallas to Granite Park in Plano, leveraging its team's understanding of Texas nuances. This evolution positions TPG to thrive in the dynamic market landscape with a focus on helping new companies moving to Texas and established companies looking for new ways to grow in the digital age.

"We're thrilled to welcome Susan back to The Point Group as our Chief Executive Officer. Her return marks a strategic move to further strengthen our leadership team with a successful trailblazer," said David R. Kniffen, Sr., Chairman of Point Communications Inc. "Her exceptional leadership qualities and proven track record align seamlessly with our commitment to excellence. With Susan at the helm, we're confident in The Point Group's ability to achieve new milestones and deliver outstanding results for years to come."

About The Point Group

The Point Group (TPG) is an independent, full-service marketing communications firm. For three decades, TPG has been fueling business growth for start-ups, midsize-to-large corporations, and Fortune 500 companies across the country. The business acumen and entrepreneurial spirit of the leadership team stems from being on both the client side and the agency side. With an approach based on customized and integrated solutions, the agency's experience and expertise extend across various industries, with a specialization in marketing communications to key influencers of most consumer decisions – women. Visit [The Point Group](#) for more information.

About Point Communications, Inc.

Point Communications, Inc. is a holding company based in Dallas, Texas, with investments in marketing communications, healthcare, real estate, banking and private equity.

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